

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	)	
	)	
Stephen Dull et al.	)	Group Art Unit: 3624
	)	
Application No.: 10/804,720	)	Examiner: Parker, Brandi P.
	)	
Filed: March 19, 2004	)	
	)	
For: BRAND VALUE MANAGEMENT	)	Confirmation No.: 7513
	)	

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**AMENDMENT AND RESPONSE TO OFFICE ACTION**

In reply to the Office Action mailed August 5, 2009, the response to which is due November 5, 2009, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims in this paper on page 2.

**Remarks/Arguments** follow the amendment sections of this paper on page 14.